

ABSTRACT

Indonesia has a variety of tourist destinations that are visited by many tourists, both domestic and international tourists. As one of them is the island of Lombok and the island of Bali is included in the top 10 islands in Asia survey version of the World's Best Award. The development of tourism in Lombok island and Bali island has made many domestic tourists and international tourists want to visit for vacation, recreation, shopping, and others.

The Tripadvisor website can provide information about various tourist destinations and reviews of tourists who have visited several tourist destinations on the island of Lombok and the island of Bali. One way to explore tourist destinations by identifying the movement of tourists that can be done by measuring in the social network analysis (SNA) model.

This study aims to identify popular destinations measured by network centrality, identify forms of social networks based on the movement patterns of tourists by knowing how the network forms geographically based on coordinate points, and identify the direction of potential movement in tourist destinations.

This study identifies that the movement of tourists with the Social Network Analysis model can show how the potential of tourist destinations can be an influence for government in the field of tourism.

The results of this research can provide insights, especially in the field of tourism in an effort to increase the potential in a tourist destination on the island of Lombok and the island of Bali. Further research is expected to use data sources from websites and social media with a longer period of data.

Keywords: Travel Destinations, Tourist Movements, Tripadvisor, Scraping Data, Social Network Analysis.